

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. -16. (Canceled)

17. (Currently Amended) A method for recommending content to a user via an apparatus in the form of a broadcast data ~~receiver~~ receiving means and television for receiving broadcast data and generating television programmes to be viewed on the television therefrom comprising:

using the broadcast data ~~receiver~~ receiving means to receive content information including a particular information characteristic;

using a ~~data processing machine provided with the broadcast data receiver~~ matching means to match said content information with a user profile held in storage means in the broadcast data receiver to obtain a comprehensive degree of interest;

obtaining from the ~~broadcast data receiver~~ an alert processing means an alert characteristic from the information characteristic;

determining ~~via the broadcast data receiver~~ a comprehensive alert level based on parameters of the alert characteristic;

using the ~~data processing machine~~ alert processing means to provide a weighting of the comprehensive degree of interest by the comprehensive alert level; and

recommending ~~via the broadcast data receiver~~ corresponding information to the user according to the weighted comprehensive degree of interest and updating said user profile held in storage means according to the weighted feedback information using profile updating software.

18. (Previously Presented) The method according to claim 17, wherein said information characteristic comprises a content characteristic and particular program information.

19. (Previously Presented) The method according to claim 18, wherein said particular program information is a key word in synopsis.

20. (Previously Presented) The method according to claim 17, wherein said alert characteristic comprises at least one of the following: age, sex, violence, vulgarity, discrimination and drug.

21. (Currently Amended) A method for updating user profile of a user on an apparatus in the form of a broadcast data ~~receiver~~ receiving means and television for receiving broadcast data and generating television programmes to be viewed on the television therefrom comprising:

using the broadcast data ~~receiver~~ receiving means to obtain an information characteristic of content information from the broadcast data;

obtaining feedback information of said content information from the user via a communication device;

using a content-alert ~~processor~~ processing means ~~provided in the broadcast data receiver~~ to obtain an alert characteristic from the information characteristic;

determining ~~using a data process machine a~~ the content-alert processing means a comprehensive alert level based on parameters of the alert characteristic;

weighting ~~using a data processing machine~~ the feedback information by the comprehensive alert level; and

updating said user profile held in storage means provided in the broadcast data receiver according to the weighted feedback information.

22. (Previously Presented) The method according to claim 21, wherein said information characteristic comprises a content characteristic and particular program information.

23. (Previously Presented) The method according to claim 22, wherein the particular program information is a key word in synopsis.

24. (Previously Presented) The method according to claim 21, wherein said alert characteristic comprises at least one of the following: age, sex, violence, vulgarity, discrimination and drug.

25. (Canceled)

26. (Previously Presented) An apparatus for updating user profile held in a storage means of a broadcast data receiver, comprising:

the broadcast data receiver acting as a user communicating device for obtaining information characteristic of a piece of content information and obtaining feedback information of said content information from the user;

a content-alert data processor machine provided as part of the broadcast data receiver for obtaining an alert characteristic from the information characteristic, and determining a comprehensive alert level based on parameters of the alert characteristic and weighting the feedback information by the comprehensive alert level; and

user profile updating software for updating said user profile in the broadcast data receiver according to the weighted feedback information.